

State of California—Health and Human Services Agency
Department of Health Services

June 13, 2006

GROCER ALERT 2006-03



ARNOLD SCHWARZENEGGER
Governor

TO: ALL WIC GROCERS

SUBJECT: NEW LABELS ON CONTRACT FORMULA

Purpose

I am writing to inform you that Ross Products will be introducing new labels on their Similac formulas, including the five contract formulas used by the California Women, Infants and Children (WIC) Program. Each of the five contracted WIC authorized formulas will have a different label color and simplified wording on the front of the cans.

**Grocer
Implications**

Ross Products will begin releasing the new labels for powdered formulas in July with a subsequent release of new labels for concentrated formulas in August or September. **To assist during the transition, both the old and new names will appear on food instruments (FIs) and participants may buy their formula with either the old or new labels.**

**Label
Changes**

The chart below compares the old and new labels for the Ross Products formulas that WIC issues on FIs. The chart points out the products whose names are changing slightly.

Summary of Ross Products Name and Label Changes

	Current Name	Name Change	Label Color
Contracted	Similac Advance	None	Dark blue
	Similac Isomil Soy Formula with Iron	None	Pink
	Similac with Iron	None	Light blue
	Similac Isomil Advance Soy Formula with Iron	None	Red
	Similac Lactose Free Advance	Similac Lactose Free*	Orange
Non-Contracted	Similac Alimentum Advance	Similac Alimentum *	Purple
	Similac NeoSure Advance	Similac NeoSure *	Yellow

* Name change; dropping the word "Advance".

UPC Codes	The UPC codes for these infant formulas will <u>not</u> change.
Education Materials	We have enclosed a 8 ½ x 11 flyer that shows how the new labels will look. You may order more of the flyers by completing and submitting to the WIC program the enclosed order form .
Questions	Thank you for your cooperation. If you have any questions, please contact your WIC Grocer Consultant at (916) 928-8705.

David Markell, Chief
Food Management and Integrity Section
WIC Supplemental Nutrition Program

Enclosure